

Connecting to dchampaigne - Dialog - 264667
Connected to Dialog via SMS00201

? b
15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,35,583,65,2,474,475,99,256,65,5
70, PAPERSMJ, PAPERSEU

27 Sep 06

Search C/M 13 - NPL's
in all req'd NPL db's
for 708/17

1/7

Set	Items	Description
S1	37324	S SUBSCRI??????(3N) (EMAIL??? OR (E OR ELECTRONIC) (W)MAIL)
S2	6984	S S1(S) (MAGAZINE? ? OR EZINE? ? OR ZINE? ? OR NEWSLETTER? ? OR PERIODICAL???)
S3	1719	S S2 AND (COUPON? ? OR INCENTIVE? ? OR PROMOTION?? OR DISCOUNT? ? OR REBATE? ? OR PREMIUM? ? OR PRIZE? ?)
S4	1041	RD (unique items)
S5	329	S S4 AND (RECOMMEND??? OR REFER? ? OR REFERR???) (4N) (REWARD??? OR AWARD???)
S6	14277720	S 4 AND (PY<2001 OR PD<20001120)
S7	329	S S4 AND (PY<2001 OR PD<20001120)
S8	0	S S7 AND ADVERTI??????? (4N) INCENTIVE? ?
S9	192	S S7 AND ADVERTI??????? (4N) INCENTIVE? ?
S10	18	S S10 AND REFERR???
S11	18	S S10 AND REFERR???

? t /3/all

11/3/1 (Item 1 from file: 15) Links
 ABI/Inform(R)
 (c) 2006 ProQuest Info&Learning. All rights reserved.
 02321961 86925993
Getting more from the Internet

Rowland, Glyn
 New Library World v99n1144 pp: 222-229
 1998
 ISSN: 0307-4803 Journal Code: NLW
 Word Count: 3224

11/3/2 (Item 2 from file: 15) Links
 ABI/Inform(R)
 (c) 2006 ProQuest Info&Learning. All rights reserved.
 02040246 54147900
The halo effect

Mara, Janis
 Adweek v41n21 pp: 88-92
 May 22, 2000
 ISSN: 0199-2864 Journal Code: AWE
 Word Count: 2078

11/3/3 (Item 3 from file: 15) Links
 ABI/Inform(R)
 (c) 2006 ProQuest Info&Learning. All rights reserved.
 01835556 04-86547
The alternative press: Newsweeklies and zines

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EX7minid
 full-text

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* Also EX7minid
 full-text

21

Ardito, Stephanie C
Database v22n3 pp: 14-22
Jun/Jul 1999
ISSN: 0162-4105 **Journal Code: DTB**
Word Count: 3755

(f)

(+)

11/3/4 (Item 4 from file: 15) **Links**
ABI/Inform(R)
(c) 2006 ProQuest Info&Learning. All rights reserved.
01233754 98-83149
Hotel management and marketing on the Internet

Murphy, Jamie; Forrest, Edward J; Wotring, C Edward; Brymer, Robert A
Cornell Hotel & Restaurant Administration Quarterly v37n3 pp: 70-77+
Jun 1996
ISSN: 0010-8804 **Journal Code: CHR**
Word Count: 4912

11/3/5 (Item 1 from file: 9) **Links**
Business & Industry(R)
(c) 2006 The Gale Group. All rights reserved.
02184361 Supplier Number: 25709832 **(USE FORMAT 7 OR 9 FOR FULLTEXT)**
The Halo Effect
(Online sponsorships may provide more benefit than banner ads)

Media Week , v 10 , n 21 , p 86+
May 22, 2000

Document Type: Journal ISSN: 1055-176X (United States)
Language: English Record Type: Fulltext
Word Count: 1964

dnp 4 (2)

11/3/6 (Item 2 from file: 9) **Links**
Business & Industry(R)
(c) 2006 The Gale Group. All rights reserved.
01686000 Supplier Number: 24417559 **(USE FORMAT 7 OR 9 FOR FULLTEXT)**
Winning New Subscribers
(Advertising Concepts Inc to offer \$125 in coupons to online newsletter subscribers for their friends' e- mail addresses)

Direct , v 10 , n 14 , p 139
October 15, 1998
Document Type: Journal ISSN: 1046-4174 (United States)
Language: English Record Type: Fulltext
Word Count: 322

3/

11/3/7 (Item 1 from file: 610) Links

Business Wire

(c) 2006 Business Wire. All rights reserved.

00417967 20001129334B5885 (USE FORMAT 7 FOR FULLTEXT)

MARKET VOICE, INC. Announces Coverage and Investment Opinion On Advanced Optics Electronics

Business Wire

Wednesday, November 29, 2000 09:03 EST

Journal Code: BUSINESS WIRE, COMTEX Language: ENGLISH Record Type: FULLTEXT Document

Type: NEWSWIRE

Word Count: 852

11/3/8 (Item 2 from file: 610) Links

Business Wire

(c) 2006 Business Wire. All rights reserved.

00395091 20001026300B2409 (USE FORMAT 7 FOR FULLTEXT)

SmallcapNewswire.com Announces Coverage and Investment Opinion on BuyersOnline.Com

Business Wire

Thursday, October 26, 2000 09:37 EDT

Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE

Word Count: 852

11/3/9 (Item 3 from file: 610) Links

Business Wire

(c) 2006 Business Wire. All rights reserved.

00383336 20001011285B0001 (USE FORMAT 7 FOR FULLTEXT)

FEATURE/U.S. Government's E-Gov E-Zine Offers Speedy Access To Government Electronic Services

Business Wire

Wednesday, October 11, 2000 16:38 EDT

Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE

Word Count: 6,207

11/3/10 (Item 4 from file: 610) Links

Business Wire

(c) 2006 Business Wire. All rights reserved.

00326898 20000724206B8853 (USE FORMAT 7 FOR FULLTEXT)

SmallcapNewswire.com Announces Investment Opinion for July 24, 2000

Business Wire

Monday, July 24, 2000 08:34 EDT

4/

Journal Code: BW **Language:** ENGLISH **Record Type:** FULLTEXT **Document Type:** NEWSWIRE
Word Count: 516

11/3/11 (Item 1 from file: 275) Links

Gale Group Computer DB(TM)

(c) 2006 The Gale Group. All rights reserved.

01886615 **Supplier Number:** 17963856 (Use Format 7 Or 9 For FULL TEXT)

Newsletters.com. (promoting a business using E-mail)(Log On) (Industry Trend or Event)(Column)

Gunn, Angela

Home Office Computing , v14 , n1 , p36(2)

Jan , 1996

Document Type: Column

ISSN: 0899-7373

Language: English **Record Type:** Fulltext; Abstract

Word Count: 1347 **Line Count:** 00107

11/3/12 (Item 2 from file: 275) Links

Gale Group Computer DB(TM)

(c) 2006 The Gale Group. All rights reserved.

01836285 **Supplier Number:** 17360922 (Use Format 7 Or 9 For FULL TEXT)

The business of zines. (small-circulation publications offer Internet opportunities) (includes related article on the effects of electronic commerce on businesses)

RELease 1.0 , v95 , n6 , p11(4)

June 23 , 1995

ISSN: 1047-935X

Language: English **Record Type:** Fulltext

Word Count: 2048 **Line Count:** 00162

11/3/13 (Item 1 from file: 636) Links

Gale Group Newsletter DB(TM)

(c) 2006 The Gale Group. All rights reserved.

03973038 **Supplier Number:** 53008052 (USE FORMAT 7 FOR FULLTEXT)

Web Site Launches Require Planning, Persistence.

Interactive PR & Marketing News , v 5 , n 18 , p NA

Sept 4 , 1998

Language: English **Record Type:** Fulltext

Document Type: Newsletter ; Professional

Word Count: 522

11/3/14 (Item 1 from file: 16) Links

5/

Gale Group PROMT(R)
(c) 2006 The Gale Group. All rights reserved.
07553902 **Supplier Number:** 63025716 (USE FORMAT 7 FOR FULLTEXT)

The Halo Effect.(Brief Article)

Mara, Janis
MEDIaweek , v 10 , n 21 , p 86
May 22 , 2000

Language: English **Record Type:** Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal ; Academic
Word Count: 2014

11/3/15 (Item 2 from file: 16) Links

Gale Group PROMT(R)
(c) 2006 The Gale Group. All rights reserved.
07432911 **Supplier Number:** 62451053 (USE FORMAT 7 FOR FULLTEXT)

The Halo Effect.(online advertising)(Brief Article)(Statistical Data Included)

Mara, Janis
ADWEEK Eastern Edition , v 41 , n 21 , p 88
May 22 , 2000

Language: English **Record Type:** Fulltext
Article Type: Brief Article; Statistical Data Included
Document Type: Magazine/Journal ; Trade
Word Count: 2014

11/3/16 (Item 3 from file: 16) Links

Gale Group PROMT(R)
(c) 2006 The Gale Group. All rights reserved.
05846470 **Supplier Number:** 50362638

Winning new subscribers.

Negus, Beth
Direct , v 10 , n 14 , p 139
Oct 15 , 1998

Language: English **Record Type:** Abstract
Article Type: Article
Document Type: Magazine/Journal ; Trade

11/3/17 (Item 1 from file: 148) Links

Gale Group Trade & Industry DB
(c)2006 The Gale Group. All rights reserved.
08825424 **Supplier Number:** 18507684 (USE FORMAT 7 OR 9 FOR FULL TEXT)

6/

Hotel management and marketing on the Internet: an analysis of sites and features. (includes related articles on hotel chains in cyberspace)

Murphy, Jamie; Forrest, Edward J.; Wotring, C. Edward; Brymer, Robert A.
Cornell Hotel & Restaurant Administration Quarterly, v37, n3, p70(13)
June, 1996

ISSN: 0010-8804

Language: English

Record Type: Fulltext; Abstract

Word Count: 8477 Line Count: 00731

inp 4

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11/3/18 (Item 1 from file: 20) Links

Dialog Global Reporter

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09084688 (USE FORMAT 7 OR 9 FOR FULLTEXT)

User Friendly

David Shamah

JERUSALEM POST

January 02, 2000

Journal Code: WJPT Language: English Record Type: FULLTEXT

Word Count: 1639

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7/7